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Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CEA-01 CIAE-00 COME-00 EB-08
FRB-03 INR-10 NSAE-00 SP-02 STR-07 TRSE-00 LAB-04
SIL-01 OMB-01 /055 W
----------043442 261312Z /50
R 260945Z JUN 78
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 2860
INFO AMEMBASSY BRUSSELS
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME

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USEEC

E.O. 11652: NA
TAGS: BEXP XB
SUBJECT EC DIRECTIVE ON STANDARD OF FILL FOR BEER CONTAINERS

REF: STATE 153339

1. IN RESPONDING TO OUR REPRESENTATIONS, MINISTRY OF ECONOMIC AFFAIRS OFFICIALS INTIALLY STATED THAT EC EFFORTS TO LIMIT BEER CONTAINER SIZES HAD PROGRESSED SO FAR AT THE TECHNICAL LEVEL AS TO MAKE IT VERY DIFFICULT TO INTERVENE TO ACHIEVE DESIRED US ALTERNATIONS. AFTER OUR FURTHER PROBING, IT APPEARED THAT DUTCH INDUSTRY TECHNICIANS WERE COMMITTED TO EC PROPOSALS AND THAT EC EFFORT HAD ENDORSEMENT OF DUTCH CONSUMER ADVOCATE GROUPS SINCE THEY BELIEVE PROGRESS IN LIMITING BEER SIZES WILL BE MAJOR STEP TOWARD ACHIEVING MORE GENERAL CONSUMER PRODUCT STANDARDIZATION.

2. NEVERTHELESS, AS A RESULT OF OUR MOST RECENT RE-
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PRESENTATIONS, MINISTRY OFFICIALS HAVE NOW DECIDED TO RAISE THE ISSUE WITH EC COMMISSION AND SUGGEST THAT AN EFFORT BE MADE TO ACCOMMODATE US. IN ADDITON, MINISTRY IS EXPLORING POSSIBILITY OF PERMITTING 12 OUNCE CONCTAINERS TO CONTINUE TO ENJOY ACCESS TO NETHERLANDS AFTER 1981. ONE MINISTRY OFFICIAL ALSO SUGGESTED THAT US BEER EXPORTERS MIGHT CONSIDER POSSIBILITY OF LABELING

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THEIR 12 OUNCE CONTAINERS AS 33 CENTILITERS AS HE BELIEVES
THERE MIGHT BE NO SERIOUS OBJECTION TO IMPORTATION IN AT
LEAST SOME EC COUNTRIES OF CONTAINERS SO LABELED WHETHER
FILLED WITH 33 OR 35 CENTILITERS OF BEER.
BROWN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978THEHA03477
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780264-0756
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780618/aaaaapwt.tel
Line Count: 67
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 78 STATE 153339
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2201722
Secure: OPEN
Status: NATIVE
Subject: EC DIRECTIVE ON STANDARD OF FILL FOR BEER CONTAINERS
TAGS: BEXP, XB
To: STATE USEEC
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/2f36667f-c288-dd11-92da-001cc4696bcc
Review Markings:
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